

make it stick peter c brown

Make It Stick Peter C. Brown: An In-Depth Guide to Effective Learning Strategies

Understanding how humans learn and retain information is a pursuit that has fascinated educators, psychologists, and learners alike. Among the most influential works in this domain is "Make It Stick: The Science of Successful Learning" by Peter C. Brown, Henry L. Roediger III, and Mark A. McDaniel. This book synthesizes cognitive science research to offer practical strategies that enhance learning and retention, making it a must-read for students, educators, and anyone committed to lifelong learning.

In this comprehensive guide, we will explore the core concepts of "Make It Stick", delve into its practical applications, and provide actionable tips based on the authors' insights. Whether you're preparing for exams, trying to master new skills, or seeking to improve your memory, understanding the principles outlined in this book can transform your approach to learning.

Overview of "Make It Stick"

Authors and Background

"Make It Stick" was written by Peter C. Brown, a writer and teacher with a focus on education and psychology, along with Henry L. Roediger III, a cognitive scientist specializing in memory research, and Mark A. McDaniel, a psychologist with expertise in learning and memory. Their collaboration brings together practical teaching experience and rigorous scientific research, resulting in a book that is both accessible and evidence-based.

Purpose and Audience

The primary goal of the book is to dispel common myths about learning and to promote scientifically supported techniques that improve long-term retention. Its intended audience includes students, teachers, trainers, and lifelong learners who wish to optimize their study habits and learning processes.

Key Themes and Objectives

- Debunking myths about effective study methods
- Emphasizing retrieval practice and spaced repetition
- Highlighting the importance of varied and effortful learning
- Providing practical strategies for applying scientific insights

Core Principles of "Make It Stick"

To truly understand how to make learning effective, it's essential to grasp the foundational principles presented in the book. Below are some of the most critical ideas.

1. Learning Is More Effective When It's Effortful

Effortful retrieval and practice strengthen memory and understanding. This counters the tendency to favor passive review methods like rereading or highlighting, which often lead to illusions of mastery.

2. Retrieval Practice Enhances Retention

Actively recalling information, such as through self-testing, reinforces neural pathways and improves long-term retention more than passive review.

3. Spaced Repetition Outperforms Massed Practice

Spacing out study sessions over time helps consolidate memories and prevents forgetting, making learning more durable.

4. Interleaving Different Topics Improves Discrimination and Transfer

Mixing different types of problems or subjects during practice enhances the ability to differentiate concepts and apply knowledge flexibly.

5. Embrace Difficulties and Errors

Struggling with challenging material and making errors during practice are vital for deep learning, as they promote better understanding and retention.

6. Use Variability in Practice

Practicing skills in varied contexts ensures that learning is flexible and transferable to real-world situations.

Practical Strategies from "Make It Stick"

The scientific principles in "Make It Stick" translate into actionable strategies that learners can incorporate into their routines.

1. Retrieval Practice Techniques

- Self-Testing: Regularly quiz yourself on the material.
- Use Flashcards: Employ spaced flashcard reviews to reinforce memory.
- Practice Recall: After reading, close the book and try to recall key points.

2. Spaced Repetition Scheduling

- Plan study sessions at increasing intervals (e.g., 1 day, 3 days, 1 week).
- Use tools like spaced repetition apps (e.g., Anki) to automate scheduling.
- Review material just before you are likely to forget it to reinforce retention.

3. Interleaving Practice

- Mix different topics or problem types within a single study session.
- Alternate between subjects to improve discrimination and problem-solving skills.
- For example, when practicing math, switch between algebra, geometry, and calculus problems.

4. Elaboration and Self-Explanation

- Explain concepts in your own words.
- Connect new information to existing knowledge.
- Teach the material to someone else to deepen understanding.

5. Embrace Difficult and Frustrating Learning

- Persist through challenging material rather than avoiding it.
- Use errors as learning opportunities—analyze and learn from mistakes.
- Recognize that effort and struggle lead to stronger memory traces.

6. Use Varied Practice and Contexts

- Practice skills in different environments or contexts.
- Apply knowledge in real-world scenarios to enhance transferability.
- For language learning, practice speaking, writing, listening, and reading.

Common Myths About Learning Debunked

"Make It Stick" also addresses several misconceptions that can hinder effective learning.

Myth 1: Rereading and Highlighting Are Effective

- These methods create illusions of familiarity but do not promote durable learning.
- Instead, active recall and spaced practice are more effective.

Myth 2: Learning Styles (Visual, Auditory, Kinesthetic) Matter Significantly

- Evidence suggests that matching teaching to learning styles offers minimal benefit.
- Focus on evidence-based strategies like retrieval and spacing.

Myth 3: Intelligence Is Fixed and Unchangeable

- The brain is adaptable; effortful learning can increase cognitive capacity.
- Growth mindset promotes persistence and resilience.

Myth 4: More Time Spent Studying Equals Better Learning

- Quality and method matter more than quantity.
- Focused, strategic practice yields better results than passive or prolonged study.

Applying "Make It Stick" Principles in Different Contexts

The strategies from "Make It Stick" are versatile and applicable across various domains.

In Education

- Incorporate frequent low-stakes quizzes.
- Use spaced reviews across lessons.
- Encourage students to explain concepts in their own words.

In Professional Development

- Practice new skills in varied scenarios.
- Schedule regular refresher sessions.
- Seek feedback and reflect on mistakes.

In Personal Learning and Skill Acquisition

- Set realistic goals with spaced milestones.
- Mix different skills or topics during practice.
- Embrace challenges and learn from errors.

Conclusion: Transforming Your Learning Approach

"Make It Stick" by Peter C. Brown and colleagues offers a scientifically grounded blueprint for improving how we learn and remember. Its emphasis on effortful retrieval, spaced repetition, interleaving, and embracing difficulties challenges traditional study habits based on passive review. By applying these strategies, learners can achieve deeper understanding, better retention, and greater confidence in their knowledge and skills.

Adopting the principles from "Make It Stick" may require effort and a shift in mindset, but the long-term benefits—enhanced memory, transferable skills, and increased confidence—are well worth the investment. Whether you're a student preparing for exams, a professional learning new competencies, or a lifelong learner, integrating these evidence-based techniques into your routine can make your learning more effective, efficient, and enduring.

Keywords for SEO Optimization:

Make It Stick Peter C. Brown, effective learning strategies, science of successful learning, memory retention techniques, retrieval practice, spaced repetition, interleaving practice, learning myths, cognitive science, study tips, lifelong learning, educational psychology

Frequently Asked Questions

What is the main premise of 'Make It Stick' by Peter C. Brown?

'Make It Stick' emphasizes that effective learning involves strategies like retrieval practice, spaced repetition, and integrating new knowledge with existing understanding, challenging traditional study habits.

How does 'Make It Stick' suggest improving long-term retention?

The book advocates for techniques such as self-testing, mixing different topics during study sessions, and spacing out learning over time to enhance durable memory and understanding.

What misconceptions about learning does 'Make It Stick' address?

It debunks myths like the effectiveness of rereading and massed practice, highlighting that these methods are less effective than retrieval-based and spaced learning techniques.

Are there practical strategies from 'Make It Stick' that can be applied to everyday learning?

Yes, strategies include self-quizzing, interleaving topics, elaborative interrogation, and regularly reviewing material to reinforce understanding and retention.

What role does failure play in the learning process according to Peter C. Brown?

Failure, such as making mistakes during retrieval, is seen as a valuable part of learning because it strengthens memory and encourages deeper understanding when properly addressed.

Does 'Make It Stick' discuss the importance of mindset in learning?

While the book mainly focuses on techniques, it implies that adopting a growth mindset—believing that effort improves learning—is essential for applying effective strategies.

How can educators incorporate 'Make It Stick' principles into their teaching?

Educators can use frequent low-stakes testing, encourage spaced review, mix different topics, and foster active retrieval to improve student retention and engagement.

What evidence does 'Make It Stick' provide to support its claims about effective learning techniques?

The book references numerous studies and experiments in cognitive psychology that demonstrate the superiority of retrieval practice, spacing, and interleaving over traditional methods like rereading.

Is 'Make It Stick' suitable for learners of all ages and levels?

Yes, its principles are broadly applicable across age groups and educational levels, from students to professionals seeking to improve their learning efficiency.

Additional Resources

Make It Stick: The Science of Successful Learning – An In-Depth Review and Analysis

In the ever-evolving landscape of education and personal development, the quest for effective learning strategies remains a perennial concern. Among recent publications that have significantly influenced pedagogical discourse, *Make It Stick: The Science of Successful Learning* by Peter C. Brown, Henry L. Roediger III, and Mark A. McDaniel stands out as a pivotal contribution. This investigative review aims to dissect the core concepts, evidentiary foundations, and practical implications of the book, providing a comprehensive understanding of its impact on learners, educators, and cognitive science alike.

Overview of Make It Stick

Published in 2014, *Make It Stick* synthesizes decades of cognitive psychology research to challenge conventional wisdom about learning. The authors, drawing from empirical studies and their own expertise, advocate for learning techniques rooted in scientific evidence rather than tradition or intuition.

The central thesis posits that effective learning is characterized by effortful retrieval, spacing, interleaving, and self-assessment, contrasting with popular but less effective methods like passive review and massed practice.

The book's accessible language and real-world examples aim to democratize scientific insights, making them applicable for students, teachers, and lifelong learners. Its influence extends beyond academic circles, prompting educational institutions and corporate training programs to reconsider their methodologies.

Core Concepts and Theoretical Foundations

The Myth of Repetition and Rereading

One of the most pervasive misconceptions in learning is that repeated exposure to material guarantees mastery. *Make It Stick* emphasizes that passive review, such as rereading texts or highlighting passages, often fosters a false sense of familiarity without improving retention. Cognitive research shows that such strategies lead to short-term familiarity but do little to consolidate long-term memory.

Key insight: Effortful retrieval—actively recalling information—strengthens neural pathways more effectively than passive review.

Retrieval Practice: The Cornerstone of Durable Learning

Retrieval practice involves testing oneself on learned material, which enhances memory consolidation and transfer. Evidence from multiple studies indicates that attempting to recall information, even when challenging, leads to better retention than simply reviewing notes.

Supporting studies include:

- Roediger and Karpicke (2006) demonstrated that students who practiced retrieval retained 80% of the material after a week, compared to 34% for those who simply studied again.
- Spaced retrieval sessions outperform massed, cramming-style practices.

Practical application: Incorporate quizzes, flashcards, or self-testing into study routines to boost learning effectiveness.

Spacing and Interleaving

The book advocates for spacing learning sessions over time rather than massing them into a single session (cramming). Spaced practice fosters better long-term retention.

Interleaving, or mixing different topics or problem types during study, enhances problem-solving skills and adaptability. Instead of focusing on a single subject for extended periods, learners should alternate among related topics, which promotes discrimination and flexible application.

Lists of effective strategies:

- Schedule multiple, shorter study sessions for the same material.
- Combine related but distinct topics within a single session.
- Use varied problem types when practicing skills.

Generation and Reflection

The act of generating answers or solutions before being explicitly taught enhances understanding and memory. Reflection involves reviewing what was learned, identifying gaps, and self-explaining concepts, which solidify knowledge.

Implementation tips:

- Attempt to answer questions before reviewing the solution.
- Summarize lessons in your own words.
- Teach concepts to someone else to reinforce understanding.

Debunking Common Learning Myths

Make It Stick critically examines prevalent but misguided beliefs about learning, such as:

- "Learning styles" are crucial: The authors argue that tailoring instruction to supposed learning styles lacks scientific support; instead, strategies like retrieval and spacing benefit all learners.
- Massed practice is efficient: While appealing, cramming is shown to be less effective than distributed practice.
- Repetition equals mastery: Overemphasis on repetition without active engagement leads to superficial learning.

By challenging these myths, the book encourages a paradigm shift towards evidence-based practices.

Practical Applications and Implications

For Students and Learners

- Use active recall techniques, such as self-testing.
- Space out study sessions over days or weeks.
- Mix different types of problems or subjects.
- Engage in reflection and self-explanation.
- Avoid passive rereading; instead, focus on generating answers.

For Educators and Trainers

- Incorporate frequent low-stakes quizzes to promote retrieval.
- Design curricula that facilitate spacing and interleaving.
- Encourage students to explain concepts in their own words.
- Provide opportunities for self-assessment and reflection.
- Shift away from lecture-heavy formats towards active learning.

For Organizational and Policy Implementation

- Rethink assessment methods to prioritize formative, retrieval-based evaluations.
- Develop training programs that incorporate scientifically validated techniques.
- Foster a culture that values effortful learning and continuous practice.

Critical Appraisal and Limitations

While Make It Stick offers a robust synthesis of cognitive science, some critics point out potential limitations:

- Individual differences: The effectiveness of certain strategies may vary across learners with different backgrounds or cognitive profiles.
- Implementation challenges: Applying spacing and interleaving requires planning and discipline, which may be difficult in rigid educational systems.
- Overgeneralization: Not all contexts or subjects respond equally to these strategies; tailored approaches might sometimes be necessary.

Despite these considerations, the overarching emphasis on scientific evidence provides a compelling case for revising traditional learning paradigms.

Impact and Reception

The book has garnered widespread acclaim among educators, psychologists, and learners for its clarity and actionable insights. Its influence is evident in:

- The adoption of retrieval-based assessments in classrooms.
- The proliferation of digital tools (e.g., spaced repetition apps).
- Ongoing research exploring the efficacy of evidence-based learning techniques.

Educational institutions increasingly recognize the importance of integrating these strategies into curricula, highlighting Make It Stick's role in shaping contemporary educational practices.

Conclusion

Make It Stick: The Science of Successful Learning by Peter C. Brown et al. stands as a seminal work that bridges cognitive science and practical application. Its core message—that effortful retrieval, spacing, interleaving, and reflection underpin durable learning—resonates with both scholars and practitioners seeking to optimize educational outcomes.

By debunking myths and advocating for scientifically supported strategies, the book challenges educators and learners to rethink their approaches. While implementation may involve obstacles, the evidence suggests that adopting these methods can significantly improve retention, understanding, and transfer of knowledge.

In a world where information overload and superficial learning are common, Make It Stick offers a pathway to more meaningful, resilient mastery—an essential read for anyone committed to effective learning.

Final Verdict: A highly recommended resource for transforming learning practices through science-backed techniques, providing both theoretical insights and practical tools for lasting knowledge acquisition.

Make It Stick Peter C Brown

make it stick peter c brown: *Make It Stick* Peter C. Brown, Henry L. Roediger III, Mark A. McDaniel, 2014-04-14 Drawing on cognitive psychology and other fields, *Make It Stick* offers techniques for becoming more productive learners, and cautions against study habits and practice routines that turn out to be counterproductive. The book speaks to students, teachers, trainers, athletes, and all those interested in lifelong learning and self-improvement.

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make it stick peter c brown: How to Read Your Way to Heaven Vicki Burbach, 2017-01-24 Many of us commit to some form of spiritual reading, but we find that our book choices are sporadic and often based on a whim rather than following a purposeful plan. Designed for individual or group settings, *How to Read Your Way to Heaven* will guide your quest to delve deeper into a relationship with Christ by meditating on the written word while organizing your reading around the four pillars of the Catholic Faith — the Creed, the sacraments, morality, and prayer. *How to Read Your Way to Heaven* is not merely another book to read. It is designed to be an invaluable tool for guiding and organizing your reading to help you on your journey to become a saint. And best of all, this fully integrated do-it-yourself spiritual reading program that can be easily followed by the busiest of Catholics with the tightest of schedules. By following this plan, you'll meditate daily on Sacred Scripture and read the entirety of the Catechism over the course of the program. You'll be introduced to a treasure-trove of the greatest Catholic books ever written, and you'll learn prayerful reading methods such as lectio divina as well as time-tested advice on where and when to read. Here you'll also find a list of the favorite books by leading Catholics of our day, including Bishop James Conley, Fr. Mike Schmitz, Fr. C.J. McCloskey, Jennifer Fulwiler, Peter Kreeft, Patrick Coffin, Karl Keating, Lisa Hendey, Fr. Timothy Gallagher, Mike Aquilina, and so many more. Spiritual reading arms us for battle. We are called to be saints, and yet daily we are bombarded by a culture that drives our minds and hearts away from the supernatural life. Because what we choose to read makes a significant difference in our spiritual growth and understanding, we present this structured reading guide to help you read with a purpose.

make it stick peter c brown: The Teach Like a Champion Guide to the Science of Reading Doug Lemov, Colleen Driggs, Erica Woolway, 2025-07-29 The most comprehensive and practical guide to understanding and applying the science of reading to improve literacy instruction. After effectively teaching phonics in the early grades, what does the science of reading tell us should happen in literacy classes? *The Teach Like a Champion Guide to the Science of Reading* by Doug Lemov, Erica Woolway, and Colleen Driggs, addresses the pressing challenges educators face in effectively incorporating the Science of Reading into their instruction once students already know how to decode. By offering actionable guidance grounded in seven evidence-based principles, this book helps teachers elevate their instructional practices and better prepare students to be lifelong readers and thinkers. Grounded in proven classroom instruction, the book focuses on techniques that can allow teachers to use the science as effectively and actionably as possible. *The Teach Like a Champion Guide to the Science of Reading* is enhanced with more than 50 video clips from the classroom and covers ways to practically apply the Science of Reading. The book describes the often

overlooked role of fluency in reading comprehension, even into the high school years; the profound importance of managing and socializing attention in an age of technology; the central role of background knowledge in understanding text; and the doubly important role of teaching vocabulary as a form of knowledge. It adds a discussion of how writing can make students better readers and how important it is that reading classes focus on reading actual books—great ones, ideally. And it closes with a discussion of close reading and the challenge of preparing students to rise to the challenge of complex text. Inside the book: An innovative approach to building and reinforcing background knowledge in reading Over 50 video demonstrations of effective teaching techniques Sample lesson plans and materials for immediate classroom application The Teach Like a Champion Guide to the Science of Reading is essential for educators, literacy coaches, and administrators who aim to foster rigorous literacy instruction in their classrooms and schools. This guide shows you how to implement techniques that ensure students find joy in reading and become better, wiser, more engaged and more motivated readers, both in their classrooms and in their lives beyond.

make it stick peter c brown: How to Explain Absolutely Anything to Absolutely Anyone Andy Tharby, 2018-11-13 In *How to Explain Absolutely Anything to Absolutely Anyone: The art and science of teacher explanation*, Andy Tharby talks teachers through a set of remarkably simple techniques that will help revolutionise the precision and clarity of their message. Explanation is an art form, albeit a slightly mysterious one. We know a great explanation when we see or hear one, yet nevertheless we struggle to pin down the intricacies of the craft Just how exactly is it done? In *How to Explain Absolutely Anything to Absolutely Anyone*, Andy Tharby eloquently explores the art and science of this undervalued skill and illustrates how improving the quality of explanation can improve the quality of learning. Delving into the wonder of metaphor, the brilliance of repetition and the timeless benefits of storytelling, Andy sets out an evidence-informed approach that will enable teachers to explain tricky concepts so well that their students will not only understand them perfectly, but remember them forever too. By bringing together evidence and ideas from a wide range of sources including cognitive science, educational research and the study of linguistics the book examines how the most effective writers and speakers manage to transform even the most messy, complicated idea into a thing of wondrous, crystalline clarity. Then, by provoking greater thought and contemplation around language choices in the classroom, Andy spells out how the practical tools and techniques discussed can be put into practice. Andy also puts the important role of learner autonomy in context, recognising that there is a time for teachers to talk and a time for pupils to lead their own learning and contends that, in most cases, teachers should first lay out the premise before opening the space for interrogation. Ultimately, *How to Explain Absolutely Anything to Absolutely Anyone* argues that good teaching is not about talking more or less, but about talking better. Brimming with sensible advice applicable to a range of settings and subjects, this book is suitable for teachers and educators of learners aged 7 to 16

make it stick peter c brown: *Cosmic Citizens and Moonshot Thinking* Rohan Roberts, 2018-08-16 From award-winning educator, innovation expert, and Global Teacher Prize finalist, Rohan Roberts, comes a provocative look at why our current education system is not fit for purpose and why we need to overhaul it. *Cosmic Citizens and Moonshot Thinking: Education in an Age of Exponential Technologies* takes a fresh approach to what we need to do differently to prepare our children for a world of exponential technologies, disruptive innovations, and ubiquitous A.I. In this groundbreaking book, Roberts outlines the purpose of education in a world of increased outsourcing and automation and explains how we can future-proof our youth to survive and thrive in a world of accelerating change. Through interactions with corporate leaders, interviews with principals, meetings with parents, and surveys of students, this book considers how the best and brightest students would overhaul their education system. The book highlights the role of neuroscience in education and explores several fascinating concepts such as radical openness, abundance mindsets, the gig economy, the technological singularity, intelligent optimism, the age of imagination, humanics, transhumanism, and the importance of Enlightenment values as we advance into the 21st Century. Underpinning this book is a constant focus on the importance of bringing a sense of awe

into education and fostering a sense of cosmic wonder when contemplating human purpose and human existence. Written in a style that is discursive, contemplative, and with a sense of urgency, this book will appeal to students, parents, teachers, school principals, and to anyone who recognises that the only real and long-lasting way to create a better society is to first fix our education system.

make it stick peter c brown: *Neuroteach* Glenn Whitman, Ian Kelleher, 2016-06-20 Teachers are brain changers. Thus it would seem obvious that an understanding of the brain – the organ of learning – would be critical to a teacher's readiness to work with students. Unfortunately, in traditional public, public-charter, private, parochial, and home schools across the country, most teachers lack an understanding of how the brain receives, filters, consolidates, and applies learning for both the short and long term. *Neuroteach* was therefore written to help solve the problem teachers and school leaders have in knowing how to bring the growing body of educational neuroscience research into the design of their schools, classrooms, and work with each individual student. It is our hope, that *Neuroteach* will help ensure that one day, every student –regardless of zip code or school type—will learn and develop with the guidance of a teacher who knows the research behind how his or her brain works and learns.

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shaping the future of education, business, and environmental energy solutions. It highlights innovative approaches to understanding and addressing challenges such as sustainable energy practices, the adoption of environmentally friendly technologies, and the integration of sustainability principles into business strategies and educational frameworks. Also, it covers issues, including the adoption of electric vehicles, the influence of cultural and institutional factors on sustainable practices, the impact of lighting and environmental conditions on worker productivity, and the importance of security in digital systems. Additionally, it examines how educational institutions can foster sustainable development, the use of advanced technologies in enhancing learning and assessment, and the broader societal implications of sustainable practices in various industries. Furthermore, the book provides valuable insights into how sustainability can be effectively integrated into key areas of modern life to promote a more sustainable and resilient future.

make it stick peter c brown: *Thrive* Martha Boyne, Emily Clements, Ben Wright, 2018-05-18 Martha Boyne, Emily Clements and Ben Wright's *Thrive*: In your first three years in teaching equips trainee secondary school teachers with the know-how to lay the foundations for a successful career in teaching, long after the challenging first few years are over. Martha, Emily and Ben are thriving teachers. In *Thrive* they share their personal experiences and demonstrate how you too can thrive during the tricky training year, the daunting NQT year and the crucial RQT year. Using their collective insights, and plenty of evidence-informed strategies and advice, they detail how you can get to grips with the classroom basics – from behaviour management and lesson planning to differentiation and providing for SEND – and effectively continue your professional development. This book is not just a survival manual to help teachers get through their first three years in teaching. Nor is it an academic text that has been written by authors who have only a distant memory of what it takes to stand in front of a class of teenagers for the first time. *Thrive* is something very different. It gives both the aspiring and the newly qualified the support and guidance to become a thriving teacher, and has been co-authored by three recently qualified teachers who in this book invest their passion and practical knowledge to inspire and inform others who want to pursue enjoyable and rewarding careers in teaching. *Thrive* is divided into three parts – specifically detailing what can be expected in the training year, NQT year and RQT year respectively – with the authors' commentary threaded throughout to demonstrate how the ideas discussed can be successfully put into practice. Their accounts are also complemented by expert advice from two people who are at the very top of their profession, Lianne Allison and Dr Simon Thompson, who provide wider perspectives drawn from a wealth of teaching experience. Forty of the book's forty-six chapters begin with a checklist outlining what a developing teacher is expected to do, and each chapter ends with a to-do list that can be used as a quick reference point to structure the strategies implemented. These to-do lists are also followed by lists of suggested further reading so that readers can delve deeper into topics and fields of research that they find particularly interesting or relevant. Furthermore, the book offers helpful counsel on choosing the best training route as well as an in-depth analysis of the change in priorities for busy teachers as they progress: encouraging constant reflection, outlining potential pathways and emphasising the importance of evidence-based practice and how new teachers can, and should, incorporate this into their teaching. Rooted in practical strategies and innovative ideas, *Thrive* is the essential guide for trainee secondary school teachers and teacher trainers.

make it stick peter c brown: *The Insightful Reader* I. C. Robledo, Read for Insights, Improve Your Life, & Make an Impact * INSIGHTS present you with a shift in the way you think about an idea or topic. They provide you with a realization that you should change the way you think about something and reconsider the actions that you take. * Insights from reading have the power to provide us with priceless nuggets of knowledge and wisdom. For example, you may discover a key piece of advice that helps you move away from a bad situation and to change your life around. Or you may discover words that aid you to help someone close to you in need of advice or support, perhaps helping you to save a life. Seeking out and reading insightful books will help catapult you to higher levels of success, happiness, physical and emotional health, understanding, wisdom, and

peace. This is because when you read, you have access to some of the most brilliant and inspirational people of all time, and the lessons they learned. The problem is most of us learn how to read superficially in school, rather than in a deep and meaningful way. Thankfully, *The Insightful Reader* will help you to choose the right books to read, get more out of what you read, create a better life through reading, and ultimately to become an insightful reader, learner, and thinker. Whether you read hundreds of books or just a few per year, you will benefit from this book. With the insights you acquire through reading, you can change and empower yourself, aid those around you, and ultimately make an impact on the world. Why focus on reading? Reading is a unique vehicle for learning, where the cost in money and time for the insights gained is quite low. A workshop or course will cost magnitudes more, while you may not learn any more than you would from books. Also, you tend to learn much more from reading than you would in audio or video formats, when given the same time. Focus on becoming an Insightful Reader, and you will accomplish your goals much more effectively and efficiently. Internationally bestselling author I. C. Robledo has written *The Insightful Reader* based on a personal love for reading, learning, and applying what he learns. He has read over 400 books, thousands of general articles, hundreds of academic articles, and hundreds of short stories and poems. Robledo wishes to show you how to improve your reading abilities based on his experience. Inside, you will discover how to:

- Find high quality, interesting books efficiently
- Hunt for insights instead of meaningless facts
- Make more time to read and stop making excuses
- Take notes adaptively, depending on your goals
- Stop getting distracted while reading
- Read different books differently, depending on your purpose
- Learn more effectively from very challenging books (e.g., college textbooks or highly technical texts)
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